

## **SAILS SOCIAL MEDIA ENGAGEMENT POLICY**

### **I. PURPOSE**

It is the mission of SAILS Library Network to provide resource sharing, direct and equal access, and meet every patron's needs, through cooperation, leadership, and technology. To that end, SAILS uses social media to connect with patrons, share and promote information, services, and events of its member libraries, and advocate for the continued value of libraries in the community.

### **II. ACCOUNTS**

SAILS Library Network social media accounts will be monitored by SAILS staff on a regular basis. Social media accounts will always be advertised clearly on the main page of the SAILS website. Each SAILS social media account will have clear branding and information to note it as an official SAILS account.

New SAILS social media accounts must be cleared with the Executive Director prior to creation.

### **III. PRIVACY**

All posts and comments posted on SAILS social media accounts are considered public record. Users should not have an expectation of privacy.

SAILS may frequently share posts from its member libraries that link to events or services that could require the collection of personal information. (For example, a link to register for a library's program may require you to input your name and an email address.) This information is directly collected by the member library and is in no way shared with or collected by SAILS.

While SAILS typically does not collect, maintain, or use personal information stored on any third party site beyond communicating with the user, each third-party site has their own privacy policy and terms of service which may or may not include the collection of data. SAILS encourages all users to read the terms of service on each third-party site prior to engaging with SAILS social media to understand how a third-party site may be using their data and personal information.

If for some reason, SAILS posts something that would collect personal information that will be shared with SAILS staff (for example, a survey), SAILS will disclose that information in the post for full transparency.

### **IV. STAFF EXPECTATIONS**

These expectations refer to SAILS staff postings and interactions with users on official SAILS social media accounts. It does not extend to staff at member libraries or member library accounts, though SAILS member libraries are welcome to use any or all of this policy should they choose when creating their own social media engagement policies.

SAILS staff posting on official SAILS Library Network social media accounts are acting on behalf of SAILS. Therefore, they should always:

1. Conduct themselves in a manner in accordance with employee conduct as mentioned in the SAILS Personnel Handbook.
2. Follow all relevant SAILS policies as laid out in the [SAILS Personnel Handbook](#) and [SAILS Policy Manual](#).
3. Refrain from posting proprietary, confidential, sensitive, or personally identifiable information.
4. Refrain from posting opinion or editorial pieces
5. Confirm that content matches the criteria laid out in section VI of this policy before posting to a SAILS social media account.
6. Follow the same expectations laid out for all users as stated in section V of this policy below.

SAILS staff will never take press inquiries through social media accounts. Press inquiries should be directed via email to [support@sailsinc.org](mailto:support@sailsinc.org) or via phone to 508-946-8600. Likewise, all messages and support requests should be directed to SAILS support staff via email or phone.

Staff should encourage all users seeking support or service requests to also contact SAILS via [support@sailsinc.org](mailto:support@sailsinc.org) or 508-946-8600.

## V. USER EXPECTATIONS & MONITORING

SAILS seeks to create an environment that fosters polite discourse. To that end, SAILS recognizes and respects differences in opinions. Comments, feedback, and suggestions are welcome on SAILS social media accounts. However, the following kinds of comments will be removed and the user barred from further commenting on SAILS social media sites:

- Offensive/obscene language or hate speech
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized or copy-written material
- Private, personal information published without consent
- Commercial advertisements, spam, comments, or hyperlinks to material unrelated to the discussion or content
- Organized political activity
- Photos or other images that fall into any of the above categories

SAILS is not responsible for enforcing restrictions that a parent or guardian might place on a minor's use of social media. Additionally, SAILS is not liable for any third-party content or ads that appear on its social media pages.

## VI. CONTENT AND OWNERSHIP

SAILS will always strive to post content that would be of use to all SAILS current and potential patrons, community members, and member libraries on a regular basis. Content will typically fall into one of the following content categories:

1. Member library
2. SAILS Library Network
3. General library

Content that falls in the “Member library” category might include, but is not limited to, the following:

1. Marketing and pictures of featured events
2. Information about new services and/or purchases (such as Library of Things)
3. Library closures and/or changes to hours of operation
4. Job openings

Content that falls in the “SAILS Library Network” category might include, but is not limited to, the following:

1. Website and patron app, sites/interfaces, maintenance, updates, etc.
2. New SAILS Library Network services/purchases
3. SAILS blog posts

Content that falls in the “General library” category might include, but is not limited to, the following:

1. Readers’ advisory, such as subject lists or promotions for certain kinds of genres
2. General library advocacy, such as informative articles from MLS, MLA, MBLC, and ALA

As stated above, all comments posted on SAILS social media accounts are public record and are property of SAILS. At any point in time while a post is public, SAILS may feature user comments in other public facing venues. For example, if a user posts about their experience attending a program at a member library, SAILS could then feature that quote in a newspaper article about the program. SAILS will never use the user’s full name (first name only) or profile picture when reproducing the comment in other public facing venues. This ownership holds until the post is deleted from the SAILS social media account.